MARKETING TO THE DEPARTMENT OF DEFENSE:
THE BASICS

ARE YOU READY TO MARKET TO THE GOVERNMENT?

IDENTIFY YOUR PRODUCT/SERVICE

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR PRODUCT SERVICE CODE (PSC):
EX: D302 ADP systems development services
http://www.dlis.dla.mil/h2 or
http://fpdcapp.gsa.gov/pls/fpdsweb/PscWiz

IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES

EX: 541512 Computer Systems Design Services
http://www.census.gov/naics *or website below*

DETERMINE SBA SIZE STANDARD

EX: 541512 $23M average annual receipts preceding 3 yrs
NOTE: There is a separate size standard for each NAICS.
http://www.sba.gov/size/indexsize.html

SBA DYNAMIC SMALL BUSINESS SEARCH

SBA's PRO-Net & CCR merged in December 2002. When registering in CCR, select "small business" & a sub-set of your CCR data will be sent to SBA for size validation & inclusion in DSBS.

- Update profile every 18 months
- Complete a *QUALITY* profile
- Government uses DSBS to: (1) perform market research to locate small business/8(a)/HUBZone/SDVOSB primes, (2) verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews
- Industry uses DSBS to: (1) locate subcontractors or teaming partners, (2) verify subcontractor small business status

http://www.ccr.gov & click on "Dynamic Small Business Search"

"The survival of small business is essential to our Homeland Defense."
President George W. Bush, October 24, 2001

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory before registering in CCR
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 48 hours; telephone request takes approximately 10 minutes
- Unique 9-character identification number for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list

https://eupdate.dnb.com/requestoptions/government/ccrreg/ *OR* (866) 705-5711

CENTRAL CONTRACTOR REGISTRATION (CCR) *(linked to DSBS)*

- Mandatory to receive DoD prime contract
- Allows electronic payment
- Must renew annually or expires
- Automatically assigns a Commercial and Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Information Retrieval System, etc.)

http://www.ccr.gov

ONLINE REPS & CERTS APPLICATION (ORCA)

Effective 1/1/2005, FAR 4.12 mandates prospective contractors to complete electronic annual representations & certifications via ORCA when registering in CCR.

- Must have an active record in CCR to register
- Need MPIN from CCR
- Update minimum every 365 days

http://www.bpn.gov *OR* http://orca.bpn.gov

WIDE AREA WORKFLOW-RECEIPT & ACCEPTANCE (WAWF-RA)

WAWF is a secure web-based system for electronically processing invoices, receipts, and acceptance being deployed DoD-wide. Vendors must register in the Wide Area Workflow - Receipt and Acceptance system in order to compete for DoN/USMC requirements. https://wawf.eb.mil
Web-based training for vendors is available with an overview of the WAWF system: http://www.wawftraining.com
Optional vendor two day training conference: http://www.fgrrb.org

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LOCATING DoD CUSTOMERS/OPPORTUNITIES: Report issued each fiscal year of products & services purchased by Department of Defense sorted by Procurement Classification Code including name & location of buying office, number of actions and dollars: http://www.dior.whs.mil/peidhome/procstat/procstat.htm & scroll down to "ST28"

MARKETING TO THE DEPARTMENT OF DEFENSE: *THE BASICS*

USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION (SBA)**
  - Counseling – in person, email
  - Small business certifications
  - Financial Assistance
  - Training (online, classroom, free or low cost)
  - **http://www.sba.gov**

- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
  - Counseling – in person, email
  - Registration assistance
  - Bid-matching
  - Training (online, classroom, free or low cost)
  - **http://www.dla.mil/db/procurem.htm**

- **SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)**
  - Counseling – in person, email, field visit
  - Training (classroom, free or low cost)
  - **http://www.score.org**

- **SMALL BUSINESS PROGRAM OFFICES**
  - Located at every DoD & Federal buying activity
  - All DoD: **http://www.acq.osd.mil/osbp** & click on "Links" or "Doing Business with DoD" & "DoD Small Business Specialists"

- **SMALL BUSINESS LIAISON OFFICERS (SBLO)**
  - DoD Major Prime Contractors Directory with SBLOs at **http://www.acq.osd.mil/osbp/** & click on "Doing Business with DoD"

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FEDBIZOPPS

DoD & Federal contracting activities synopsize *most* proposed requirements & contract awards >$25,000 in FEDBIZOPPS.

- Active or *archive* search by dates and/or:
  - Type of Notice
  - Solicitation number or contract number
  - Place of performance zip code
  - Set-aside type
  - NAICS/FSC/PSC
  - Key words
  - Selected agencies
- Register for Vendor Notification Service by:
  - Specific solicitation number
  - Same selections as above
  - *All* procurement notices *(caution)*

http://www.fedbizopps.gov

NETWORK! NETWORK! NETWORK!

Learn to recognize a good marketing & networking opportunity when you see it!

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IN PERSON: THE PITCH

- Have *three* marketing alternatives ready at all times:
  - "Elevator speech"
  - One page capability sheet
  - Full capability presentation
- Know your audience
- Be focused & be brief
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems/challenges do you solve for your customer?
- One page capability sheet
  - Few graphics
  - Company name, website, contact info, locations, small business categories, CAGE Code
  - Certifications
  - NAICS & capabilities
  - DoD/Federal/State & Local Contracts with POC info
  - Significant subcontracts with POC info
  - GSA Contracts (if any)

EMAIL MARKETING

- Send to the right customer! Frequency?
- Marketing pitch, virus, or SPAM? Include subject line & content in body of email, not just an attachment
- Be brief - use your one page capability sheet
- Limit graphics – oversized attachments may be stripped
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems do you solve for your customer?
- The following attachments may **not** be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .shs, .vbs, .vbe, and .zip

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KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites, DSBS Profiles.

TARGET THE RIGHT CUSTOMER

- Develop a Business Plan and Marketing Plan.
- Who are your potential customers? Which agencies/activities?
- What are their needs? Challenges? Review websites!
- Know your limits!
- Know your customers regulations/procedures
  - Integrated Acquisition Environment (IAE) Federal Acquisition Regulations (FAR) & Agency Supplemental Regulations **http://acquisition.gov**
  - Defense Federal Acquisition Regulation Supplement **http://www.acq.osd.mil/dpap/**
  - SBA Legal & Regulatory Information **http://www.Business.gov**
  - SBA E-business Institute (free online courses) **http://www.sba.gov/training/courses.html**

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